

Message Text

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DEPARTMENT PASS USDOC FOR BIC/OIM-P. CLARY, NOAA,
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SUBJ: TRADE CENTER SCHEDULING - MARINE TECHNOLOGY EXHIBITION.

REF: A) USDOC 03670 (NOTAL)

B) OIM MARKET RESEARCH REQUEST ON MARINE TECHNOLOGY, 1/26/76

1. EMBASSY CONTROL OFFICER (PETOFF) DISCUSSED EXHIBITION
PROPOSED IN REF A WITH INTERESTED PARTIES IN EMBASSY, USTC,
SCICON, FISH/ATTACHE, NAV/ATTACHE, NOAA, WEATHER SERVICES,
MEXICO CITY CHAPTER OF INSTITUTE OF ELECTRICAL AND ELECTRONIC
ENGINEERS (IEEE), AND US. MARINE TECHNOLOGY SOCIETY (MTS).

2. DURING MEETING MARCH 8, 1976, IEEE REPRESENTATIVE RAISED
QUESTIONS CONCERNING THE SCHEDULING OF EXHIBITION
NOVEMBER 15-19, JUST 15 DAYS BEFORE PRESIDENTIAL CHANGE OF
OFFICE. ALL CABINET OFFICERS AS WELL AS MANY LOWER LEVELS
OF THE BUREAUCRACY ARE SUBJECT TO WHOLESALE CHANGE. WHILE
MOST OF TARGET AUDIENCE FOR SEMINAR IS UNLIKELY TO BE
CHANGED, A CERTAIN NERVOUSNESS INFECTS THE DECISION-MAKERS
WITHIN THE BUREAUCRACY THAT WOULD CERTAINLY AFFECT THE
SUCCESSFUL COMPLETION OF SALES DURING THE EXHIBITION.
THERE IS ALSO SUGGESTION THAT GOM PURCHASING AUTHORITY
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MAY BE IN LIMBO AT TIME OF ADMINISTRATIVE CHANGE-OVER,

WHICH WOULD ALSO ADVERSELY AFFECT SALES. THEREFORE IF EXHIBITION COULD BE DELAYED FOR 5 TO 6 MONTHS UNTIL NEW LEADERSHIP HAS HAD TIME TO MAKE ITS VIEWS KNOWN, EXHIBITION, WHOSE MAJOR END-USERS ARE WITHIN THE GOVERNMENT HIERARCHY, COULD REGISTER MUCH HIGHER OFF-THE-FLOOR AND PROJECTED 12-MONTH SALES.

3. THE MARKET RESEARCH REQUESTED IN REF B WILL BE COMPLETED O/A MARCH 31, 1976 BY TRANSPORTATION AND COMMUNICATIONS OFFICER. CONTROL OFFICER WILL UNDERTAKE ADDITIONAL RESEARCH REGARDING EMBASSY SUGGESTED EXPANSION OF THE THEME TO INCLUDE PETROLEUM AND NATURAL GAS EXPLORATION AND EXPLOITATION. IF FURTHER INQUIRIES INDICATE SUFFICIENT INTEREST EXISTS, SEABED MINING MAY ALSO BE ADDED, IF THIS WOULD NOT CONFLICT WITH USG LOS INTERESTS. MARKET UNIVERSE FOR THIS AREA WOULD INCLUDE PEMEX, DIVING COMPANIES, MINING INDUSTRY AND ASSORTED GOVERNMENTAL AND QUASI-GOVERNMENTAL BODIES. TCO AND CONTROL OFFICER WILL SOLICIT OPINIONS CONCERNING EFFECT OF GOVERNMENT CHANGE ON THE SUCCESS OF THE EXHIBITION DURING COURSE OF THEIR MARKET RESEARCH.

4. THE IEEE AND MTS HAVE OFFERED TO ASSIST IN CO-SPONSORING SEMINAR IN CONJUNCTION WITH EXHIBITION. SEMINAR SHOULD COVER FOLLOWING SUBJECT AREAS:

1. OFF-SHORE PETROLEUM, NATURAL GAS AND SEABED MINING EXPLORATION AND EXPLOITATION;
2. PORT CONSTRUCTION, CARGO HANDLING;
3. SHIPBUILDING;
4. ELECTRONIC EQUIPMENT FOR NAVIGATION, COMMUNICATION, METEOROLOGY AND FISHING.

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